Top 5 Must-Haves to Run Demand Gen Better

The key capabilities your team needs to execute – flawlessly.

The results are in: Demand gen leaders just like you have spoken.

While 2021 will bring about (even more) change, one thing is for certain: demand gen leaders are focused squarely on

+ *Creating leads and building up that sales pipeline (as always)*
+ *Planning and executing campaigns at a high velocity*
+ *Coordinating demand gen campaigns across teams and agencies*

But you and your team can't ace these objectives without **the right systems**. This cheat sheet is designed to help you identify the tools you and your team need to execute flawlessly in 2021, as well as evaluate how your current solution stacks up.
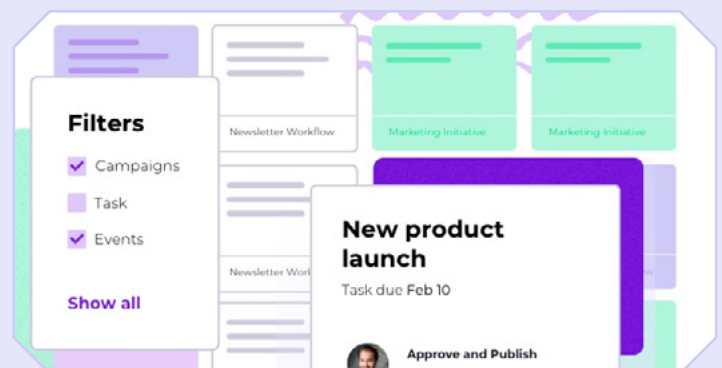
Must-have #1:
Visual Campaign Calendars

? **How does your team manage the (likely multiple) demand gen campaigns that could be planned or in-flight at any one time?**

Are all your stakeholders – across other marketing functions, the Demand Gen organization, sales teams – aware of your plans, and able to monitor activity (read: progress) against it?

+ Make sure your campaign plans, milestones and launch dates are clearly visible, on one calendar.

Welcome lets you visualize all your demand gen campaigns — along with their dependencies — on a single, centralized calendar.

Whether it's content deadlines, messaging launch dates across different channels, or specific campaign milestones, you can see all your campaigns in a color-coded and (dare we say) beautiful display...and manage them with ease.

Must-have #2:
Demand Gen Campaign Playbooks

**?** **How does your team initiate and lay out the plans for future campaigns?**

How does your team ensure the demand gen tactics that work get baked into every campaign plan?

Are you able to automate any of these coordination and planning processes? Or are they typically an ongoing (and manual) administrative burden?

+ You already know that campaign timing is <u>everything</u>. So rather than burning precious time outlining all the plans for your work... being able to do the actual work is critical.

One and done: *Welcome* gives you the ability to set up dedicated campaign launch playbooks (once), as well as customize them to your unique demand gen processes and best practices — complete with common tasks, dependencies, and owners.

With the playbook in place, all it takes is the click of a button to instantaneously trigger a series of workstreams. Allowing everyone to get back to work!
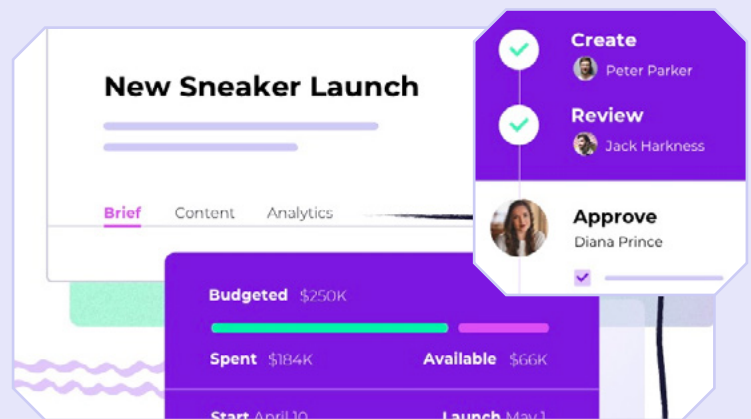
Must-have #3:
Intelligent Intake Systems

? **How large is your sales team? Is there a solid system for them to submit their ideas for driving demand...and a single place for you to review those ideas?**

Do you also have the right processes in place to field, prioritize, and fulfill all their campaign requests?

Speaking of requests: Are they centralized, or do they come in from a myriad of channels (email, Slack, chat, etc.)?

+ One key way to prevent work request chaos? Centralize and automate the process!

Within *Welcome*, a dedicated intake solution helps your team <u>automatically</u> collect, intelligently route, and set the priority level for every request that comes through from Sales.

Set up forms, view demand gen submissions, and discuss every work request in <u>one place</u> for complete visibility and transparency.
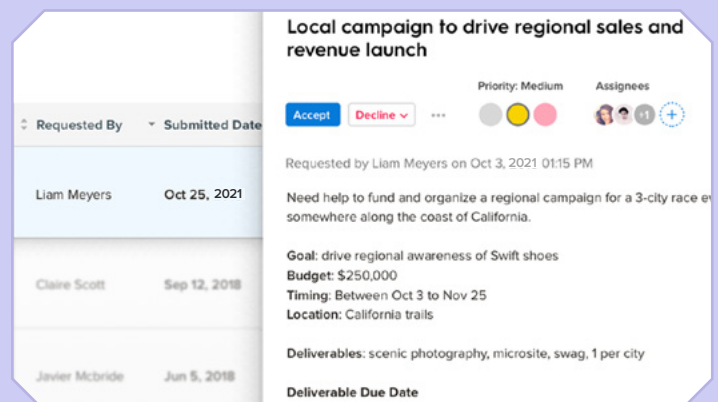
Must-have #4:
## Shared Digital Asset Management

? **Does your team have visibility into existing content and/or brand assets that can be reused?**

Where do all your assets live, currently? Would being able to pull from a brand library make it easier to get campaigns off the ground, faster?

+ Speed up execution and every launch by gathering all your content and assets into one DAM, and one DAM only.

Within *Welcome*, the Library serves as a central repository for all completed content and brand assets.

This not only allows demand gen teams to repurpose existing resources to fuel their work, but also share approved content with other stakeholders who need to access and use these assets.
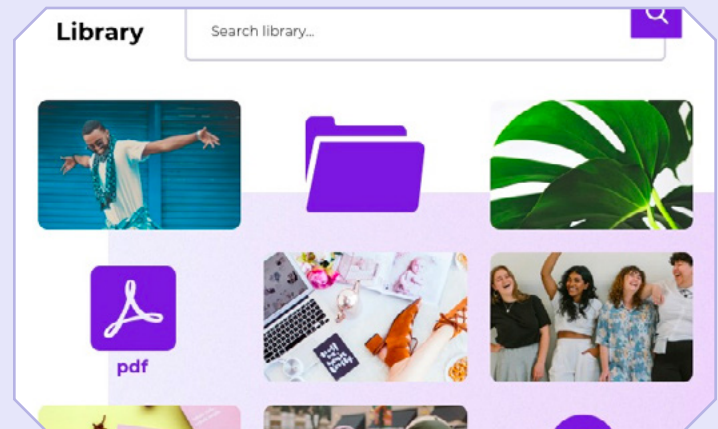

Must-have #5:
Action Analytics

? **Do you have an effective (read: consistent) way of measuring and comparing your demand gen campaigns?**

Are you able to determine which assets on your site are most effective – driving the most conversions, influencing pipeline, and driving revenue?

With *Welcome*, you can see how well your messages resonate with your audiences – as well as compare your campaigns' results.

With *Welcome* Analytics – in conjunction with *Welcome*'s marketing automation and CRM integrations – you can clearly measure content and campaign ROI, track conversions, see how your work fuels the sales pipeline, and analyze content engagement metrics.

Giving you a crystal-clear picture of what's working, and what you should allocate your budget to.
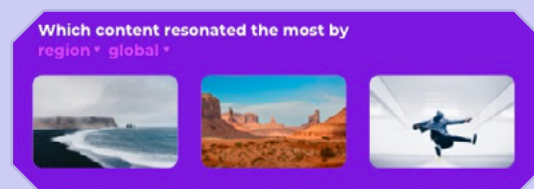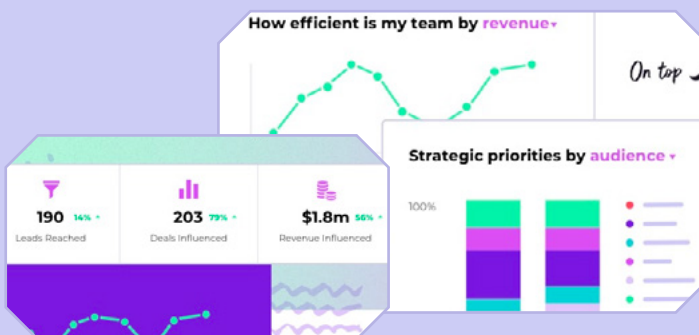
Welcome was named a **4x Leader** by Gartner, positioned highest for 'Ability to Execute' for **4 years in a row**

Gartner, Magic Quadrant for Content Marketing Platforms, Nicole Greene, Rick LaFond, 22 March 2021

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Ready to learn why the world's best demand gen leaders have made *Welcome* their home for marketing?

Visit welcomesoftware.com to learn more or click here to get started today — for free!

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